



Social Media Marketing

Digital Marketing for the Real Estate Industry

Module 10

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Objectives

- Identifying the right social media platform
- Building your personal and corporate profile in social media
- Deciding what to post and how often in social media
- Measuring social media effectiveness



I Put Your Listings In Front of Buyers

Your Listing is Also Distributed Locally through:
My Website, the Local MLS, My Client List, and My marketing efforts both online and off

Logos on the left: trulia real estate search, Zillow.com Your Edge in Real Estate, SEATTLE WEEKLY, overstock.com, Military.com, WAL*MART, LYCOS, hotpads.com The place to find your place™, abc Los Angeles, Kiplinger.com

Logos on the right: YouTube Broadcast Yourself™, Google videos, AOL Video., TRUVEO, facebook, twitter, The Washington Post, Local.com, oodle more listings. smarter classifieds., Google maps

http://alaskapropertyseller.com/images/site_graphics/sellers_marketing_agent.jpg



Social Media / Social Networking

1. The average midsize or large company (1000 employees or more) has 178 “social media assets” (Twitter handles, employee blogs, etc.)—yet only 25% of companies offer social business training to their employees. ([Marketingeasy](#))
2. B2b marketers believe social media is critical to organic search success. Marketers rate social media as the second-most important factor (64%) in search, behind only strong content (82%). ([BtoB Magazine](#))
3. Although Facebook is the most important social media lead generation tool for b2c marketers (with 77% saying they had had acquired a customer through Facebook, compared to 60% for a company blog), among B2B companies, LinkedIn was the most effective, with 65% having acquired a customer through the professional network, followed by company blogs (60%), Facebook (43%), and Twitter (40%). ([Marketing Charts](#))
4. The best way to “go viral” is to engage millions of users, each of whom share through small networks. “Online sharing, even at viral scale, takes place through many small groups, not via the single status post or tweet of a few influencers...Content goes viral when it spreads beyond a particular sphere of influence and spreads across the social web via ordinarily people sharing with their friends...the median ratio of Facebook views to shares (is) merely 9-to-1.” ([Ad Age](#))

Read more at

http://www.jeffhullas.com/2012/07/24/72-fascinating-social-media-marketing-facts-and-statistics-for-2012/#gSgsowL8pyZhQecK_99



5. LinkedIn generates more leads for b2b companies than Facebook, Twitter or blogs. Yet only 47% of b2b marketers say they are actively using LinkedIn vs. 90% on Facebook. ([Social Media B2B](#))

6. One-third of global b2b buyers use social media to engage with their vendors, and 75% expect to use social media in future purchases processes. ([Social Media B2B](#))

7. “Best in class” b2b companies are significantly more likely than average firms to integrate their social media efforts with their email marketing (65% vs. 51%), SEO (61% vs. 49%) and webinars (47% vs. 31%). ([MarketingProfs](#))

8. As for “best in class” practices, 51% of best-in-Class companies use website social sharing tools, compared to 36% of average firms while 49% use keyword-based social media monitoring, compared with 39% of their more average peers. ([MarketingProfs](#))

9. Top executives need to be involved in social media. 77% of buyers say they are more likely to buy from a company whose CEO uses social media. 94% said C-suite social media participation enhances a brand image. And 82% of employees say they trust a company more when the CEO and leadership team communicate via social media. ([eMarketer](#))





Choosing the Right Social Media

- The key to choosing the right social marketing platform for your business is to know where your customers “hang out” online, and your strategy will probably include a few platforms.



Some Stats

- **Facebook:** Can provide your brand with the most online exposure considering that there are over 1.5 billion active users around the world.
 - 30 percent of users are between the ages of 25 and 34
 - Another popular age bracket on the site is 45 to 54
 - Breakdown of male and female users on the site is nearly even, and the majority of Facebook users have an education that consists of some college.



- **Twitter:** There are more than 550 million active Twitter users, and the most common age bracket on this site is 18 to 29. City dwellers are more likely to use Twitter, and African-Americans are the most popular demographic that use this site.
- **Pinterest:** The age bracket of 45 to 54 is the most popular age bracket on this site, and women by far are the most popular demographic to be active on Pinterest (they comprise of 80 percent of users).
- **LinkedIn:** This site was designed for the business professional in mind, which is why 35 to 44 and 45 to 54 are the most common age brackets of users on this site. The split between male and female users is nearly even, and the majority of users are educated with at least some college.



PHILIPPINES

PH - 103,775,002 population (2012) - Area: 300,000 sq km

Capital City: Manila - population 1,660,714 (2011)

33,600,000 Internet users as of Dec/11, 32.4%
penetration, per Nielsen

29,890,900 Facebook users on Dec 31/12, 28.8%
penetration

2.90 Mbps Broadband download speed on Nov.28, 2013,
per NetIndex.



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Let's Talk!



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